Personalizing the In-Store Retail Experience

Today's shoppers have **more how-to-buy choices** than ever before. How does the smart retailer keep the brick-and-mortar experience fresh (and profitable)? Personalization.

Proprietary Research from Medallion Retail Identifies Eight Distinct Shopper Typologies



Regardless of Type, Shoppers Want a Personalized In-Store Experience



of shoppers will buy more from a retailer that personalizes the shopping experience¹



of US retailers believe that developing a more engaging in-store customer experience will be critical to their business in the next 5 years



Customers who shop exclusively in-store visit an average of 7.5 times a year vs. those who shop online and browse a retailer an average of three times a year



Customers prefer to be acknowledged in-store rather than via digital channels⁴

Shoppers See Only the Brand Personalize Across Channels and Link the Touchpoints for the Shopper

In-Store Personalization Completes the Equation











Signage with Personalization Power Will...

